

Trade-In / Trade-up Terms & Conditions:

- Panasonic may offer a discount to consumers who trade-in one (1) working condition digital or film camera to purchase one of the eligible camera models on the trade-in program announcement.
- The trade-in discount amount is not a cash equivalent, and may not be redeemed for cash and is available only to purchase eligible new Panasonic cameras at time of trade-in.
- At no time may this discount be advertised in a manner that would reflect a price lower than MAP. End consumer can combine this trade-in offer with the trade-in value of their used working equipment to increase their savings.
- The discount to the customer is forfeited if the new model redeemed for a trade-in discount is returned for any reason or cause whatsoever.
- The trade-in/used product must be surrendered at time of trade-in (for ecommerce, physical receipt by the dealer or notification from carrier is considered an act of surrender)
- Bonus credit cannot be offered until the trade-in item has been physically received by the dealer or for ecommerce, notification from a carrier has been received.
- By participating in this program, the dealer agrees to provide Panasonic with proof of trade-in by providing the model name(s) of the trade-in item(s), and subsequent purchased Panasonic item(s).
- Any failure to meet these requirements may result in rejection of trailing credit claims. Panasonic reserves the right to audit records related to this promotion and sales activity.
- Term: 10/05 – 12/27/25 (subject to change)